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REMARKS***Rejections Under 35 U.S.C. §102 and 35 U.S.C. §103***

The Examiner has rejected claims 1-6 under 35 U.S.C. §102(b) and 35 U.S.C. §103(a) as being anticipated by U.S. Patent No. 6,147,934 to Arikawa, *et al.* Claim 1 has been amended and is submitted for reconsideration along with the remaining dependent claims 2-6. Arikawa does not cover the possibility of operating in a negative mode where color digits or display segments can be made on a perfect black background. Thus, claim 1 has been amended to specify positive and negative operating modes and then in the last sentence to say: a layer including fluorescent material between said rear polarizing layer and said reflector responsive to said ambient incident light to emit a specific wavelength to provide a specific color in said negative mode for said display segments.

Arikawa differs in that it appears only to affect background color. See col. 16 starting at line 65 which states, "The light-reflecting layer 18a of FIG. 1 may include a fluorescent material which emits fluorescence when light falls upon the light-reflecting layer. This allows the pattern [for example ABC] 20 printed on the layer 18a to be clearly recognized in such a manner as to raise from the background color emitting fluorescence, thereby making a strong impression to the viewer.

See also col. 15, lines 44-49 which states, "The background color around the pattern 20 should be relatively dark color, such as gray, in order to distinguish the information such as characters or the like. Incidentally, in order to obtain such a relatively dark color, the color of the ground of the light reflecting layer is colored relatively dark in advance." And because the dark ground is prepared by printing, positioning is fixed. Producing color digits in varying positions will not be possible. '

Thus nowhere does Arikawa teach the use of coloring of display segments by the use of a suitable positioned Fluorescent layer. In fact in col. 23 and a discussion of FIG. 19 lines 44-45 state, "Incidentally, the color of the emitted light is set by, for example,

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providing a color filter." In addition of course as shown in the main FIG. 1 the so-called reflection color for the numeric characters is provided by the polarization film 12.

Conclusion

In conclusion, as now specified by independent claim 1, the present invention provides for the first time color display segments or pixels as part of a liquid crystal display the color being provided by a fluorescent layer.

Claim 1 is allowable along with its dependent claims for the same reason.

The Commissioner is hereby authorized to charge any underpayment of fees associated with this communication, including any necessary fees for extension of time, and/or credit any overpayment to Deposit Account No. 50-2669 (Order No. A-76718/DNM).

Respectfully submitted,

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the foregoing Amendment and Response, is being transmitted by facsimile to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, at the following facsimile telephone number: (571) 273-8300 on March 13, 2006.



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